



What Does Social Recruiting Have to Do With Making Coffee?

By Aaron Eastlack

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Coffee and I go way back.

Over the years, I've learned a few tricks on how to make my coffee taste better. There are many parts to the process; however, I've found that the type of coffee beans I use and how I choose to filter the brew greatly affects the outcome.

I've found that, while you may not always have control over the types of beans you get, you can choose how to filter them for a brew you like.

How does this relate to recruiting?

Think of the coffee beans as the candidates and the filter as your recruiting and vetting process. You can change the outcome by being adaptable to the type of candidates that are looking for jobs.

One way you can effectively "filter" job candidates in the digital world is on social media.

The idea of using social media as a vetting tool might cause your compliance officers to break into a cold sweat. I assure you, however, it can be done in a way that doesn't violate any laws and may bring you better qualified candidates.

Let's Start With the Basics.

The Law:

Businesses can't make a hiring decision based on a job seeker's color, race, religion, gender or national origin. The law states you can't do this when recruiting, advertising for jobs or using tests to determine capability.

However, it doesn't state you can't make those decisions based on:

- 1) Social media **activity** that may be counter to your company's policies or hiring standards.
- 2) How potential candidates **communicate** with you (especially when applying for a job where effective communication skills are a must).
- 3) How thorough they are when answering your questions.

For example: When you post a job to Facebook, you can choose from a range of questions you'd like applicants to answer when they click "apply now." If they don't answer the question well or don't answer the question at all, they may not be a quality lead. However, if you are looking for a forklift driver and the applicant answers with, "I have two certifications as a forklift driver" ... **voilà!** Job filled! The three minutes you spent creating an attractive job post can yield a surprisingly high ROI in a short amount of time.

Time to Brew!

Post Jobs (let the beans come to you): You can post links to your job board and use the "Jobs" feature. Any inquiries to the "Jobs" feature will go directly to Messenger and you can add an email you'd like the inquiries to be copied to. [Here are instructions](#) on how to [post a Facebook job](#).

Answer Inquiries (choose a filter): Make sure you or another recruiter on the team is checking Facebook Messages often. Not answering inquiries is a quick way to tell your social followers you are not on social much. Remember: 1.7 billion people are on Facebook each month. Of those, 48 percent of those users log in on any given day according to [statisticbrain.com](#). You can give "Moderator" rights to all your recruiters, and they can see and respond to any messages without being able to post or make changes on the business page.

The Process (apply the filter): Feed the candidates into your internal recruiting process. This is essential if social media will become a part of your strategy, not just fad.

The Moral(s) of the Story?

1. If you're not using social media for recruiting, you're probably missing out.
2. Coffee tastes better when you know how to brew it.

How Can Haley Marketing Help?

Whether you're a staffing firm owner just getting started on social media, or the social media coordinator for a specific firm, Haley Marketing Group has the team in place to help support your initiatives.

With [Social Pro by Haley Marketing](#), one of our skilled Social Media Marketing Advisors will take responsibility for developing your organization's voice on Facebook, Twitter, LinkedIn and Google+. By posting quality content, top jobs and other branded shareables every day, your firm will be positioned as a premier resource for job seekers and employers within your target market.